

RESEARCH ON THE REFORM OF COMPETITIVE EDUCATION IN ART COLLEGES AND UNIVERSITIES THROUGH THE INTEGRATION OF SPECIALIZED INNOVATION AND CREATIVE INNOVATION

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Some At present, China is in a critical period of social transformation and development, its connections with the world are more closely, and the situation and struggles in the field of ideology are more complex. New requirements are also put forward by all walks of life for highly qualified and innovative talents and professionals. In this context, the universities in our country should have a clear understanding of the important value of the integration of special innovation and creative innovation. This paper analyzes the background and context of competition education of art design majors from three aspects: national orientation, social needs, and the expectation of colleges and universities, and puts forward a competition education model combining creativity and creativity according to the characteristics of double innovation education of art colleges and universities. Marxist cultural view is the guiding theory of Chinese cultural construction. Therefore, in the process of education, colleges and universities should adhere to Marxist cultural view as the guide and integrate Marxist cultural view into college innovation and entrepreneurship education, which can effectively strengthen the value guidance of college innovation and entrepreneurship education and cultivate students' spirit and consciousness of entrepreneurship and innovation. On the basis of adhering to the leadership of creative education, we will create a mechanism and reform path for creative education, so as to form a new mode of creative education, which integrates ideological and political leadership, value creation and talent training, and strive to build a talent team for creative education in socialist colleges and universities with Chinese characteristics.

Keywords: pedagogical art universities, innovation and integration, creative integration, competition to educate people, teaching reform.

1. Art design professional competition education background context

1.1. National orientation

At present, the world is in a period of major development, major changes and major adjustments. World multi-polarization and economic globalization are gaining momentum, science and technology are constantly advancing, and competition for talents is fierce. The future development of China and the great rejuvenation of the Chinese nation, the key lies in talent, education is the foundation, in the current reform and development of China's key stage, to improve the quality of the people and cultivate innovative talents is crucial, in the face of unprecedented opportunities and challenges, we must recognize that there are still shortcomings in China's education, students generally adapt to the society and innovation and entrepreneurship ability is not strong. The problem of insufficient supply of innovative, practical and compound talents needs to be solved urgently. In response to this situation, the State has also issued a series of corresponding encouraging policies to support the implementation of innovation and entrepreneurship education. In October 2021, The General Office of the State Council issued the Guiding Opinions on Further Supporting College Students' Innovation and Entrepreneurship. The Opinions put forward that college students

are the new force of mass entrepreneurship and innovation, and supporting college students' innovation and entrepreneurship is of great significance [1]. The Outline of the National Medium - and Long-Term Education Reform and Development Plan (2010-2020) clearly points out that efforts should be made to improve students' innovative spirit of courage to explore and practical ability to solve problems. For the comprehensive major of art design, discipline competition is a necessary way to enhance students' initiative in learning and practice, and to cultivate students' teamwork consciousness and innovative spirit. Therefore, colleges and universities should take the discipline competition activities as a breakthrough, and continue to explore the art design and creative dual drive integration competition education mechanism [4, p. 270].

1.2. Needs of society

Modern society is in a critical period of development, the demand for talents is getting higher and higher, the emergence of emerging fields such as big data and artificial intelligence, all need high-level and innovative talents to join, the new generation of talents in line with the needs of social development must be equipped with excellent professional skills, innovative ability and innovative thinking, the new era of thought and international vision of comprehensive talents. For art and design majors, design competition is a major way to improve students' innovative thinking ability and practical ability. The theme of design competition is generally proposed according to the development of disciplines and the needs of The Times, and innovative design ability is the most important evaluation criterion. For the design field, continuous inspiration is needed, and design competition provides a bridge for commercial cooperation between enterprises and students. On the one hand, it is easy for designers to be discovered by enterprises. On the other hand, excellent works in design competition provide advanced inspiration for enterprises in design and manufacturing. The features and advantages of design competition will undoubtedly promote the cultivation of students' practical ability, innovative ability and comprehensive ability [4 p. 270].

1.3. Hope of universities

In recent years, in order to improve students' innovative thinking ability and mobilize the enthusiasm of college students' innovation and entrepreneurship, China's innovative social groups are also developing rapidly. However, due to the professional nature of art design, some domestic colleges and universities are generally recognized as higher level competitions. Such as China's «Internet +» college student Innovation and Entrepreneurship Competition, CCTV College Student Speech Competition, National College Student Electronic Design Competition, etc., although widely affected in the education sector and society, but the participation of art students is relatively small. In contrast, some industry associations and enterprises organized competitions with a smaller scope of influence, but because of the diversity and professionalism of the fields involved in the competition, it has become the main field for art students to actively

participate in the competition. Design competitions can not only improve students' design ability and thinking, but also enhance their practical ability. In the process of organizing and guiding students to participate, colleges and universities can promote the construction of college teachers, which is also of great significance to the enhancement of the cultural strength of schools.

2. Overview of related theories and developments

2.1 Correlation theory

2.1.1 An overview of innovation integration

Innovation and integration refers to the combination of professional education and innovation and entrepreneurship education. With the release of a series of national policies to encourage innovation and entrepreneurship education, major colleges and universities have actively adjusted their teaching policies and introduced innovation and entrepreneurship education into their campuses. At the same time, there are also some problems. Some colleges and universities cannot combine the theory and practice of innovation and entrepreneurship education, so that the two are separated, and the education goal cannot be reached. The reason is that innovation and entrepreneurship education has not been integrated into the educational focus of schools – professional education, which is inseparable from the curriculum and teaching of colleges and universities. Therefore, if innovation and entrepreneurship education is not integrated into the professional education level, it will lead to incomplete and decentralized mass entrepreneurship education, and it is difficult to form a favorable atmosphere for innovation and entrepreneurship in schools. In view of the current difficulties faced by innovation and entrepreneurship education, it is urgent to transform the education model through «specialized innovation and integration», cultivate more high-quality innovative talents, and meet the needs of social development [8].

2.1.2. An overview of Sitron Integration

Creative integration is the deep integration of innovation and entrepreneurship education and ideological and political education in colleges and universities, with the goal of implementing the fundamental task of cultivating virtues and people. Among them, «thinking» represents ideological and political education, and «creation» represents innovation and entrepreneurship education, aiming to carry out the education of socialist core values throughout the whole process of college talent training. New talents in the new era need professional skills, patriotic feelings, moral quality and vision of innovation and entrepreneurship at the same time. Ideological and political education plays an important role in colleges and universities. Colleges and universities can promote the cultivation of innovative and entrepreneurial talents through the integration of ideological and political education and innovation and entrepreneurship education, so as to play a leading role in ideological and political education and cultivate talents suitable for the needs of the country. The integration of thought and innovation is mainly carried out from two aspects, one is to strengthen the

guidance of Marxist literary and artistic views. Innovation and entrepreneurship education in colleges and universities should not only be guided by Marxist cultural views, but also learn from and draw on the innovative character of Marxist cultural views, so as to cultivate new people in the new era who integrate ideological and political thinking with innovative and entrepreneurial thinking. The second is to make the curriculum ideology and politics run through the innovation and entrepreneurship courses of colleges and universities, deepen students' understanding of the thought of socialism with Chinese characteristics in the new era and the excellent traditional Chinese culture, and help students establish a correct world outlook, outlook on life and values in innovation and entrepreneurship. Through such education, students can not only improve their political accomplishment and ideological and moral level, but also cultivate their social responsibility and lofty ideals. These educational goals are one of the important goals of the integration of ideological and political education and innovation and entrepreneurship education in colleges and universities, and also the key to realize the comprehensive development of talents training in colleges and universities.

2.1.3. Overview of competition education

As a special form of higher education, discipline competition has been gradually recognized by the society and universities. Colleges and universities should take discipline competition activities as a breakthrough and continue to explore the competitive education mechanism of art design, which combines creativity and creativity. The practicality of art design is particularly important, as competition education brings a new teaching mode for art design teaching. Focusing on cultivating students' innovative ability is a brand new training system. Through competition education, students can fully understand the importance of healthy competition, practical and hands-on ability, especially the sense of innovation. The competition not only broadens the way of talent training, enhances the professional competitiveness of students, but also directly and effectively enhances the practical ability and innovative thinking of students, laying the foundation for their career development after graduation. Therefore, colleges and universities should take competition as an opportunity to gradually form a competition-driven talent training model, and efficiently cultivate talents who meet the needs of society and have high standards [3].

2.2. Development overview

2.2.1. Foreign art design professional competition education related overview

Foreign innovation and entrepreneurship education started earlier, developed relatively mature, and formed relatively complete innovation and entrepreneurship education curriculum and teaching system. In some European countries, the art discipline originated earlier, the atmosphere of academic freedom is stronger, and the value of art and design discipline is more acceptable. To provide more development platforms for art and design students, the

international design competition is committed to building a bridge between award-winning creativity and commercial cooperation, which makes foreign art and design teaching not only stay in the classroom and theory, but also pay more attention to the practical development of students, encourage students to participate in competitions, and improve their professional ability in the competition. Cultivate innovative thinking and entrepreneurial qualities In order to enable students to develop in all aspects and conduct in-depth research in academic fields, universities not only support students to participate in competitions and go out of the classroom, but also actively allow enterprises to participate in classroom teaching. For example, the School of Design of Politecnico di Milano in Italy generally implements the research system or project-based classroom teaching. The source of the project is mostly the actual project of the enterprise [7]. This enables students' design thinking to keep up with the trend of The Times, which is conducive to the implementation of design projects.

2.2.2. Overview of domestic art design professional competition education

In recent years, with the rapid development of China's innovation and entrepreneurship education, there are more and more discipline competitions in art and design majors. The development of college students' discipline competitions has become the second classroom in college teaching, such as the «China Star Design Art Award» launched in 2002 and the «National College Students Advertising Art Competition» launched in 2005. All of them have become the main venues for students majoring in art and design. The features and advantages of professional competitions play a great role in promoting the cultivation of practical ability, innovative ability and comprehensive ability of students majoring in art and design. In the wave of colleges and universities actively participating in professional competitions, there are also some problems. The schedule of most competitions is relatively tight, and only a few weeks are left from the selection of topics to the production of physical works, which leads to a certain gap between students' innovation ability and practical ability and the requirements of competitions. However, due to the limited funds, colleges and universities have insufficient investment in this area. Therefore, the appropriate introduction of professional competition into the classroom and the integration of professional education can not only solve the problem of short creative time of students, but also increase the investment of universities in experimental facilities for competition and produce more excellent teaching results [2].

2.3. Research review

To sum up, art colleges and universities insist on the integration of creativity and creativity, which has important research value and practical significance for the comprehensive training of college students. The integration of professional education and innovation and entrepreneurship can complement each other and give full play to their respective advantages. Professional education provides students with theoretical knowledge, while innovation and

entrepreneurship education provides practical opportunities, enabling students to combine classroom knowledge with time ability and improve students' comprehensive learning ability. Ideological and political education as the core education of college education, under the integration of specialized innovation, and then the ideological and political education and innovation and entrepreneurship two ways to promote the cultivation of innovative and entrepreneurial talents, can play a leading role in ideological and political education, cultivate talents suitable for the needs of the country. Under the continuous adjustment of the national innovation and innovation education policy, discipline competition has become an important platform for innovation and entrepreneurship education in colleges and universities, and is a direct and effective way to improve students' practical ability and innovative thinking. Colleges and universities should take competition as an opportunity, and gradually form a competition-driven talent training mode on the basis of the integration of specialized innovation and thought innovation, so as to efficiently cultivate high-level talents needed by society.

3. Reform measures of dual drive integration competition education in art colleges and universities

3.1. Innovation and integration competition in art colleges and universities

3.1.1. Education concept and reform objectives

In the new era, the education concept of art colleges and universities should be aimed at and guided by the cultivation of high-quality innovative talents. The education mode of art colleges and universities with the integration of creative competition requires that the school education should focus on the main line of «major + entrepreneurship», embed the knowledge system of innovation and entrepreneurship into professional education, and integrate the professional foundation into the education guidance of innovation and entrepreneurship. Make the two deeply integrated, so as to cultivate professional talents with innovation and entrepreneurship ability. Secondly, art majors, due to their strong practicality and rapid update of knowledge structure, determine the important role of competition education in talent training. Colleges and universities should firmly grasp the key points of competition education on the basis of consolidating students' theoretical professional education, integrate entrepreneurship into professional education in the form of competition, and form a model of education that combines creativity and competition with education. Based on the professional characteristics, competitive advantages and student characteristics, the university gathers the joint efforts of teachers and students, actively explores the specialized and integrated education mechanism with full participation and all-round cooperation, and strives to cultivate high-end talents with innovative thinking, entrepreneurial ability, international vision, innovative spirit and social responsibility.

3.1.2. Education mechanism and reform path

The first is to create a teaching mode that deeply integrates «teaching, competition and research», and form a three-dimensional teaching system with teaching as the center, competition as the carrier and scientific research as the driving force. On the basis of the completion of basic professional teaching, the school encourages teachers to guide students to participate in entrepreneurship and innovation competitions, and provides certain financial support to promote the integration of entrepreneurship and innovation education and teaching into competition practice. Promote the integration of teaching and learning in competition practice. In the combination of teaching and competition, scientific research should be the driving force, and college teachers also undertake heavy scientific research work in addition to teaching, so the combination of innovation and entrepreneurship education concept and scientific research work provides a new scientific research perspective and entry point for college teachers and students. So as to realize the virtuous circle of teaching, competition and scientific research [5].

The second is to integrate the education resources of entrepreneurship and innovation, set up interdisciplinary courses, and strengthen cross-professional cooperation. The practice of art design majors is highly innovative, and it is far from enough to focus on the professional knowledge. The curriculum of art majors in colleges and universities needs to break through the traditional professional restrictions, strengthen the connection with other majors, enable students to develop in a more comprehensive way, and encourage students to change their knowledge from a single specialization to a complex and diversified direction. In order to meet the needs of training complex art talents. Colleges and universities should build a platform for multi-disciplinary exchanges and offer cross-disciplinary courses, so that students can understand knowledge and skills in other fields, enrich their vision and improve their comprehensive ability in an interdisciplinary cooperation environment. Through cross-professional contact and cooperation, we can cultivate more innovative spirit and comprehensive quality of composite artistic talents.

The third is to establish an open classroom, strengthen ties with enterprises, and promote the implementation of competition results. In order to achieve the effect of exclusive creation and education, art majors in colleges and universities must make full use of off-campus resources, attach importance to the construction of open platforms, actively explore the practice teaching mode of university-enterprise dual education, and realize the two-way interaction between schools and enterprises. Under the education of innovation and integration competition, the students' competition results are promoted to the ground, enterprises are brought into the classroom, excellent student design results are discovered, and the project's landing ability is increased. For the design projects that have not achieved excellent results in the competition, the company will give guidance and modification suggestions, so that the students' competition results can be further promoted and developed, and the transformation of project results can be

accelerated. At the same time, by hiring senior entrepreneurs or entrepreneurs with rich entrepreneurial experience to enter the classroom, we can make up for the lack of entrepreneurial experience of teachers, bring new ideas in the design field to students, improve their practical ability, and pass on more advanced innovative and entrepreneurial ideas to college teachers (Figure 1).

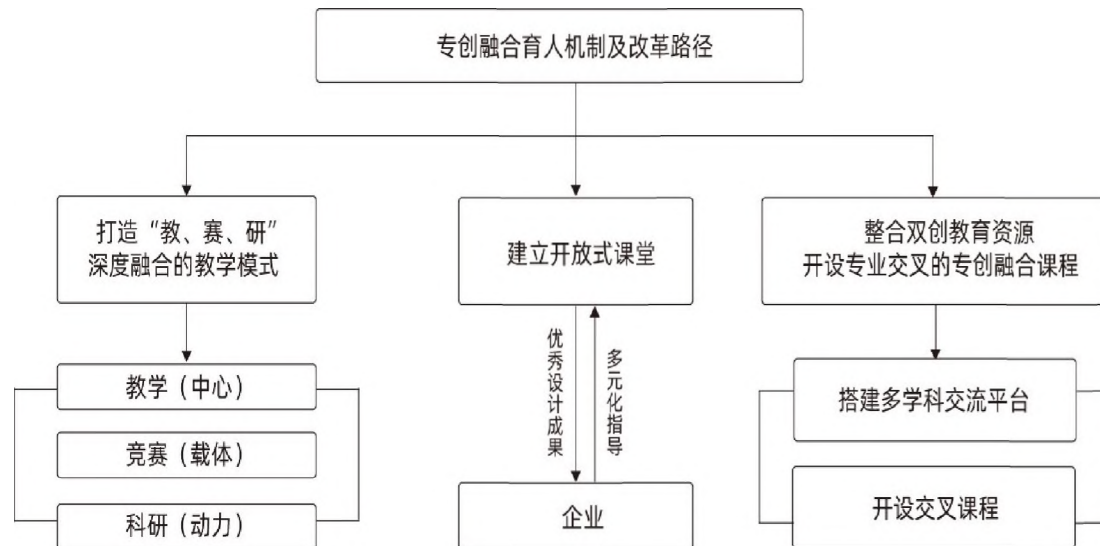


Figure 1. Innovation and integration education mechanism and reform path construction map

3.2. Art colleges and universities innovative integration competition education reform countermeasures

3.2.1. Marxist literary and art view leading

Colleges and universities shoulder the important responsibility of personnel training and are the main educational places to train the builders and successors of socialism. At present, China is more closely connected with other countries in the world, the mutual influence is more profound, and the ideology is facing a complex situation and struggle [6]. Therefore, college education should further strengthen the construction of ideological and political culture, adhere to the guidance of Marxist cultural outlook in the process of education of art and design majors, help students establish a correct world outlook, outlook on life and values, enhance cultural self-confidence, and Marxist cultural outlook has innovative and practical spirit. It can effectively strengthen the value guidance of innovation and entrepreneurship education in colleges and universities, and cultivate students' spirit and consciousness of double innovation. In addition, the integration of innovation and entrepreneurship education into ideological and political education in colleges and universities can provide rich practice platforms and development momentum for ideological and political education, and also enrich the connotation and social value of ideological and political education. Through this integration, students in the actual innovation and entrepreneurship to enhance the correct understanding and identification of Marxist literary and art concept, more in practice to implement the core concept of ideological and political education, to achieve the integration of knowledge and action curriculum

ideological and political ideal goal, therefore, the integration of Marxist literary and art concept of innovation and entrepreneurship model can cultivate more social responsibility of the comprehensive practical talents.

3.2.2. Ideology and politics throughout the course content

Ideological and political education depends on the curriculum, college curriculum is divided into two categories of general courses and professional courses, of which professional courses account for the majority of the total curriculum, therefore, colleges and universities should be ideological and political education throughout the content of professional courses, play the function of ideological and political education, improve the quality of talent training. The first is to strengthen the integration of professional courses and ideological and political education. In order to realize the ideological and political penetration of curriculum, colleges and universities should embed the core content of ideological and political education in professional courses. Take art and design as an example. In the professional courses, teachers guide students to pay attention to hot issues in contemporary society as the theme of art creation, participate in social practice projects, critically think, and participate in art public welfare activities, so that students' works not only focus on design creativity, but also integrate into thinking about social issues. Through the subtle form, strengthen the ideological and political education of art design students, cultivate students' sense of social responsibility. Make positive contributions to social development. Such practice also improves the students' creative ability and comprehensive quality, making them become excellent art and design talents with artistic feelings and social responsibilities. The second is to strengthen the construction of teachers, in order to effectively implement curriculum ideology and politics, colleges and universities need to strengthen the construction of teachers. This requires professional teachers not only need professional knowledge reserves, but also have the idea of ideological and political education. Teachers should integrate ideological and political education into teaching and bring it into the classroom in subject teaching, so that students can experience the influence and guidance of ideological and political education while learning professional knowledge. Only in this way can students form correct values and worldviews in their classroom learning. Colleges and universities should regularly carry out ideological and political training for teachers to improve the level of ideological and political education and provide more valuable guidance for students. Only professional teachers with high quality and ideological and political education concepts can cultivate talents with a greater sense of social responsibility and national feelings in the new era (Figure 2).

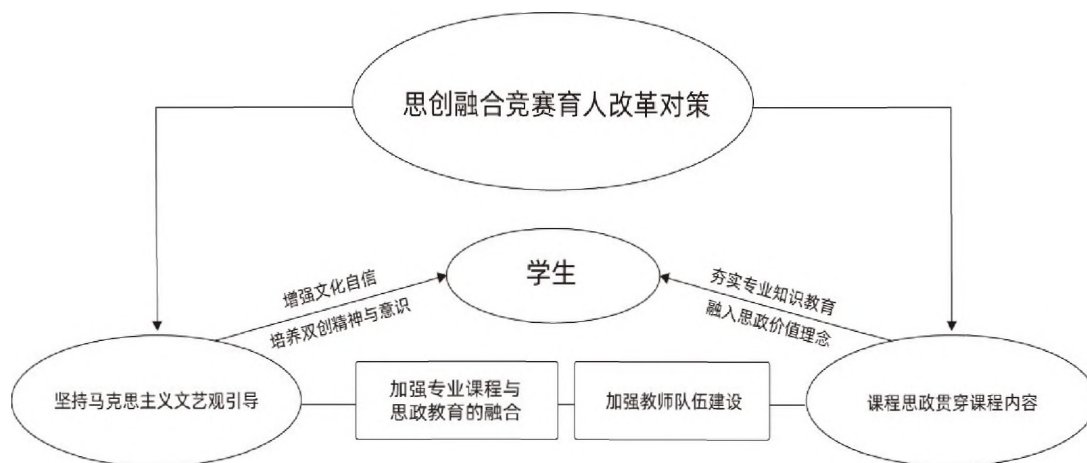


Fig. 2. Si Chuang integration competition education reform countermeasure construction map
Conclusion

To sum up, the integration of innovation and entrepreneurship education reform with ideological and political education and professional education is the only way for the development of colleges and universities, and is also the fundamental place for colleges and universities to achieve their own long-term development. The art design major has the characteristics of quick update of knowledge structure and strong practicality, and the traditional mode of mass innovation education is not suitable for the development of its colleges and universities, while the features and advantages of design competition can greatly promote the cultivation of practical ability, innovation ability and comprehensive ability of art design students. Colleges and universities should take disciplinary competitions as a breakthrough, and continue to explore the dual-drive integration of artistic design and creativity competition education mechanism, the first is the integration of creativity, through the following three points: The first is to create a deep integration of «teaching, competition and research» teaching mode; the second is to integrate the education resources of entrepreneurship and innovation, set up interdisciplinary courses of innovation and integration, and strengthen cross-professional cooperation; the third is to establish open classrooms, strengthen contacts with enterprises, and promote the implementation of competition results, so as to improve the education mechanism of innovation and integration. Secondly, in the process of education, we should always adhere to the guidance of Marxist cultural outlook, which will help students establish the correct three views, enhance cultural self-confidence, and cultivate students' spirit and consciousness of double innovation. In addition, colleges and universities should integrate ideological and political education into the course content, give full play to the function of ideological and political education, so as to organically combine knowledge education with value education, teaching and educating people, and improve the quality of talent training. The dual innovation education of Chinese art colleges and universities should adhere to the education system of the integration of innovation and creativity, and on this basis, actively learn from

the advanced innovation and entrepreneurship education experience at home and abroad, constantly improve the innovation and entrepreneurship education system of colleges and universities, realize the ultimate goal of innovation and entrepreneurship education of colleges and universities in the new era, and make new important contributions to the development of innovation and entrepreneurship education of art colleges and universities in the world.

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